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FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

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June 10, 1997

Commissioner Susan Ness  
Federal Communications Commission  
1919M Street NW  
Washington, D.C. 20554

RECEIVED  
OFFICE OF  
COMMISSIONER  
SUSAN NESS  
JUN 19 4 02 PM '97

Dear Commissioner Ness:

Alcohol related problems continue to plague our nation's youth. I strongly urge you to support a Notice of Inquiry to examine the Commission's role in addressing the alcohol advertising issue.

The Federal Communications Commission's responsibility is to give broadcasters a license to use the public airwaves and the broadcasters' responsibility is to serve the public interest. I am very concerned that the public interest is not being served by alcoholic beverage advertisements that are appealing to children.

A thorough examination by the FCC would gather evidence on the reach these ads have, explore the effects they have on children and examine solutions to the problem. The FCC could then report to the President, Congress, parents, teachers, health professionals and others on the status of alcohol advertising.

The National Council on Alcoholism and Drug Dependence has petitioned the FCC to require broadcasters to offer time for counter-ads. I hope you will support this petition, and the FCC's authority to implement it, as you consider this important issue.

Thank you for your time and consideration.

Sincerely,



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Sincerely, *Ernesto Barrera*

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*Paula Hill*

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DARIN SCHARER